

Journal of Advertising Research



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FACT SHEET

The ARF's flagship research journal since 1960

- Acts as the research and development vehicle for professionals in all areas of marketing including media, research, advertising and communications
- Provides a forum for authors—practitioners and academics—to share findings, applications, new technologies and methodologies
- Facilitates translation of that knowledge to support the ARF's original research
- Best Papers, Best Reviewers awarded annually

A diverse audience

- Faculty and students at more than 5,000 universities in 127 countries
- Practitioners in the field of advertising and marketing research worldwide

Ranked among top marketing and advertising research journals by Thomson Reuters

- Reflects a publication's reliability and trustworthiness by comparing it to the full universe of other academic journals
- Articles approved via rigorous editorial assessment and blind peer-review

Available in print and online

- Published 4x/year by WARC (warc.com)
- "Digital First" individual articles offered online in advance of print



Recent and Upcoming Issues

- December 2018: Digital Attribution
- March 2019: TV in the Digital Age
- June 2019: Segmentation & Targeting
- **September 2019: Neuromarketing***
- December 2019: Social-Media Marketing
- March 2020: Creativity in Advertising
- June 2020: Gender and Diversity

Access

- Free of charge to ARF members and to JAR Editorial Board members
- Available to paying subscribers of both JAR and warc.com, including the world's largest advertising and media agencies, research companies, universities and advertisers

* Preview JAR September 2019 Issue at <http://bit.ly/JAR593>

For More Details

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